

4/8/94

To: Roger

From: Scott

SUBJECT: Fair Program - Finalized Details

As information:

RJR pays \$5,000.00 site fee to NY Fair.

- RJR RECEIVES:**
- (1) 10,000 free tickets
Ticket 10,001 - 20,000 @ \$3.00
Ticket 20,001 - 40,000 @ \$2.00
 - (2) Free program Ad
 - (3) Free Fair Guide Ad
 - (4) Rotating Advertising on Fair Menu Board
 - (5) Concert Tickets (TBD)

NABISCO RECEIVES:

- (1) 4,000 tickets @ \$2.00 each
- (2) Free Concert tickets for use with partner chains.

SWEEPSTAKES:

RJR and NABISCO utilize co-marketing monies of partner chains - Nice & Easy, A Plus, Sugarcreek, P & C, Fays and Kinney Drugs to fund car giveaway.

Ralph Stoppiello will handle the "live" exhibit at the fair i.e. Dirt Car/Showcar and autograph area. Ralph will also handle car giveaway logistics.

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Ralph will receive free placement of his apparel trailer in conjunction with the live exhibit. He will also work to promote the event in conjunction with partner chains.

Additionally, the redemption costs associated with tickets redeemed over and above 10,000 will be paid utilizing partner chains Co-Marketing funds. Therefore, 3 pack ticket boxes, sweepstakes displays and information will only be available to partner chains.

In summary, our Region's liability for payment from our budget should be simply the \$5,000 site fee and associated POS costs.

Sincerely,

SCOTT

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